



Bringing the bounty of the Southern USA to the World.

■ Alabama ■ Arkansas ■ Florida ■ Georgia
 ■ Kentucky ■ Louisiana ■ Maryland ■ Mississippi
 ■ North Carolina ■ Oklahoma ■ Puerto Rico
 ■ South Carolina ■ Tennessee ■ Texas ■ Virginia
 ■ West Virginia

IFOWS and Hospitality World Shows

January 19-21, 2006: New Delhi, India

January 23-26, 2006: Mumbai, India

Showcase your products by joining Southern Originals Pavilion

- **Showcase with SUSTA at the 4th International Food and Wine Show; and the Hospital World Show targeting food, beverage and hospitality industries**
- **Media visibility in favor of exhibitors**
- **12,053 high profile visitors**

Market Size and buying power

Large market of 1.08 billion people, of which 250 million are middle class, 20 million in the upper class, a vibrant market of young adults and 54 % of population below the age of 25 years. The affluent high-income and young adult consumers have always been open to trying new products.

The food and beverage retailing in India has a market sales of \$135 billion and is growing at about 4-5 percent per annum. The changing demographics and life style, increase in demand for more healthy foods, young population, dual income families with more disposable income has increased demand for variety and ready-to-eat foods.

Benefits of Participation:

- **Excellent opportunity to showcase your products without being present there.**
- **On site chef to prepare samples**
- **Up to 300 lbs of product shipment to show per booth.***
- **Fully furnished and decorated pavilion**
- **Participation Fee is up to 50% reimbursable for all participants who are registered with SUSTA under the MAP Branded Program. Please check the link, www.susta.org/services/map.html, for more information.**

Important Information:

- Contact the Activity Managers listed on the right for information
- Deadline for receiving products is December 29, 2005

Shipping Address:

Srinivas Javangula (Java)
 Alabama Department of Agriculture and Industries
 1445, Federal Drive, Room 203, Montgomery, Alabama - 36107



For information on the Indian market, sign in at www.susta.org and read the **EU Regional Foods Research Report**.

Also, from SUSTA's homepage, click on the **Southern Originals link!**

► Register

Register online at www.susta.org/events

Contact:

Srinivas Javangula (Java)
 Alabama Department of Agriculture and Industries
 Ph : 334-240-7232
 Fax: 334-240-7270
 Email: srinivas.javangula@agi.alabama.gov

Ms. Corry de Wit,
 Managing Director,
 European Office
 Georgia Dept of Agriculture
 Avenue Louise 475, Box 11
 1050 Brussels, Belgium
 Phone: 32-2-6471815
 FAX: 32-2-6406813
georgiausagcdewit@arcadis.be

SUSTA - Phone: (504) 568-5986, Fax: (504) 568-6010, www.susta.org 2 Canal Street, New Orleans, LA 70130

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